

The University of Belize
Faculty of Management and Social Sciences
Department of Management

Course # : **TOUR211**
Title : **Introduction to Tourism**
Instructor: Kevin Geban, M.Phil., University of Sunderland, England, UK
Email: kgeban@ub.edu.bz
Office Location: Dept. of Management, University Drive, Belize City
Consulting: See posted signs
Telephone : 223-0256 ext. 135
Location and Time: Section 2 Room S12 Tue/Thur. 5:30 – 6:40pm
Required Text: **Tourism: Principles, Practices and Philosophies**, Charles R. Goeldner, Charles R. Ritchie, and J.R. McIntosh, John Wiley & Sons, Inc.,
Destination Belize, 2010 (from BTB/BTIA)
Supplementary materials: Ecotourism: Principles, Practices & Policies for Sustainability by Megan, Epler, Wood. UNEP, 2002.

The use of traveling is to regulate imagination by reality, and instead of thinking how things may be, to see them as they are.

Samuel Johnson 1709-1784. British man of letters, one of the outstanding figures of 18th-century England.

Classroom Management Policies

Attendance/Punctuality

Students are responsible for attending and being punctual at all class sessions. Absences will affect their performance.

Attendance will be taken at each session. A sign-up sheet will be circulated at the beginning of each session. You are only to sign up in the space provided next to your name. NO ONE IS ALLOWED TO SIGN FOR ANYONE ELSE. IF YOU DO SO, IT WILL BE DEEMED DISHONEST AND DEALT WITH ACCORDINGLY.

Tardiness is a distraction. If you must be late, please enter the room as quietly as possible and take a seat near the door. You may pick up any papers that were handed out or returned at the end of the session. Remember that quizzes are given at the beginning of the class sessions and are not repeated.

There will be no automatic make-up quizzes or tests. Consult policy in student handbook, 2005 - 2007

Electronic Devices:

- All Electronic Devices should be turned off with the exception of cell phones that can be placed on vibration mode. Students can choose to leave room to answer their phones.
- No recording of lectures should be done without the permission of the lectures.

Classroom Conduct:

- No smoking and eating in the classroom.
- No talking/reading or doing other things that is unrelated to class during class time.

Language:

- Since English is the official language of Belize, you are expected to speak and write Standard English in the classroom. Points will be subtracted for papers that have grammar and punctuation errors.

Academic Honesty:






“The University of Belize believes that the administration of student discipline in the university community is a responsibility shared by students, faculty, and administrative staff. As such academic faculty members are responsible for establishing orderly procedures for academic discipline of students in matters of classroom integrity or demeanour. Lecturers and academic department chairpersons are primarily responsible for academic discipline. Lecturers are expected to consult with academic department chairpersons to prevent and respond to incidences of unauthorized duplication of academic work for more than one course, plagiarism and cheating, while ensuring that the students’ rights to due process are upheld and that sanctions are appropriate to infractions. In more serious cases of repeated cheating, unauthorized acquisition or use of examinations, unauthorized changing of grades, bribery, or forgery, allegations are automatically forwarded to the Coordinator of Student Services for the invocation of the University Judicial Process. Students wishing to dispute a charge of academic dishonesty or a sanction made upon them because of such allegations can do so by appealing to the Dean of Student Affairs to invoke the Discipline Appeals Process as detailed in the Student Handbook”. (UB Academic Policy Document)

Course Description

This course is designed to introduce students to the tourism industry. Students will be exposed to potential avenues in the tourism field. Important aspects necessary for a successful tourism industry will be discussed. This course is broad-based encompassing global terms, principles, practices and philosophies of tourism. Students will be provided a base for them to understand the importance of tourism to the country of Belize as well as the region and internationally. Students will be able to recognize organizations that provide services and products for use by the locals as well as visitors.

Course Objectives

At the end of the course students will be able to:

-  Identify segments in the tourism industry.
-  Understand the skills necessary for effective tourism management.
-  Recognize opportunities (careers) in the tourism industry.
-  Develop interests for self-employment.
-  Access methods to maintain markets in the tourism industry.

Grading Scheme

Quizzes (2 of 3)	50 points
Field Trip Reports(2)	50 points
Presentation	75 points
2 Tests	200 points
Final Exam	200 points

Tests and quizzes will be based on materials and learning objectives of the previous lectures, class discussions and readings.

Field Trips

Students are expected to attend both field trips. Students need to be flexible as trips might be done on weekends or times convenient to the establishments. Local establishments will be visited where students will be taken on guided tours. Students will be given guidelines to submit written reports of these field trips. Reports should be typewritten and double-spaced and placed in report covers. **No late reports will be accepted. If students do not participate in field trips, grades will not be awarded for that area. There will be a cost associated with these trips**

Presentation

Students will be expected to form groups on their own for these presentations. No written report for this assignment is required. Students will be expected to choose one of the tourism destinations in Belize and present on the tourism product that that destination offers to tourists. See below for further instructions and grading scheme.

Course Lecture Outline

Week 1	Chapter 1 – Tourism in Perspective
Week 2	Chapter 3 – Career Opportunities
	Chapter 4 - World, National, Regional and other Organizations
Week 3	Chapter 6 - Hospitality and Related Services
Week 4	Chapter 7 – Organizations in the Distribution Process
Week 5	Chapter 8 – Attractions, Recreation, Entertainment & other
Week 6	Chapter 9 – Travel Motivation
	<i>Presentation #1</i>
Week 7	Chapter 10 - Cultural & International Tourism for Life's

Week 8	<i>Presentation #2</i> Chapter 11 – Sociology of Tourism
Week 9	<i>Presentation #3</i> Chapter 12 – Tourism Supply, Demand, Policy, Planning & Development
Week 10	<i>Presentation #4</i> Chapter 14 - Tourism's Economic Impact
Week 11	<i>Presentation #5</i> Chapter 15 – Tourism Policy: Structure, Content and Process
Week 12	Chapter 16 – Tourism Planning, Development & Social Considerations
Week 13	<i>Presentation #6</i> Chapter 17 – Sustainable Tourism
Week 14	Chapter 18 – Travel & Tourism Research
Week 15	<i>Presentation #7</i> Chapter 19 - Tourism Marketing
Week 16	Chapter 20 – Tourism's Future

NB: The material and policies outlined above are tentative and are subject to minor changes. You will be informed well in advance if such changes are necessary. Although the course outline is modeled from the text, note that your lecturers will be using supplementary materials for your lectures. Pay keen attention to lectures and it is imperative that you read.

Expectations for Field Trip Reports and Presentations

Field Trip

For each field trip, all students are expected to attend. Field trips will be worth 25 points each and graded as follows:

- Brief description of property/enterprise 5 points
- What is the product and whose the target 10 points
- What are the major problem areas 5 points
- Recommendations for improvement 5 points

Presentations

Seven groups will be selected to present on one of seven destinations in Belize. Each group will be assigned a destination randomly. Each group will be given half an hour to present their findings and this will be done throughout the course of the semester and the order will be selected randomly as well. The presentation will be worth 75 points and will be graded as follows:

- | | |
|---------------------------------------|-----------|
| • Introduction | 10 points |
| • Description of the Product | 15 points |
| • Analysis of the Market | 20 points |
| • Recommendations for Increased share | 25 points |
| • Delivery | 5 points |

Note as well that each group member is expected to contribute equally. Each group member will evaluate each other and this will be reflected in the group grade.